

Rep Order# 9810509 Ver# 13 Status Revised
EC'd Yes

Traffic Order# 53976

Printed: 09/12/2012 12:56 PM
Last Received: 09/12/2012 11:37 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/05/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-WILL MKGD MISSED SPOTS ON CURRENT SKED
PLS CNF

was 19,670
650
now 18,770
mike 36613
9810509

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	----	-----	-----	-----	---	---	-----	-----
	*8	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/05-09/10	2	1	2	\$500.00	
		Sales Remark: V13 1X NA. V11 Comment Changed, Spots/week Changed V13 Comment Changed, Spots/week Changed										
	*12	W-F,M	530P-6P	NEWS	:30	\$400.00	09/05-09/10	1	1	1	\$400.00	
		Sales Remark: V13 1X NA V10 Comment Changed V13 Comment Changed, Spots/week Changed										

---REPORT TOTALS---

Report Totals: 3 / \$900.00

---SALES MONTHLY TOTALS---

Sep 12: 42 / \$18,770.00
Sales Totals: 42 / \$18,770.00
Station Totals: 42 / \$18,770.00

Rep Order# 9810509 Ver# 13 Status Revised
EC'd Yes

Traffic Order# 53976

Printed: 09/12/2012 12:56 PM
Last Received: 09/12/2012 11:37 AM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/05/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$68,579	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	30%
		WKRC	27%	WLWT	25%	WSTR	0%	WXIX	15%		

Books null
Demos RA35+

Rep Order# 9810509 Ver# 10 Status Returned
EC'd Yes

Traffic Order# 53976

Printed: 09/11/2012 1:34 PM
Last Received: 09/05/2012 3:46 PM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/05/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 12
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	W-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/05-09/10	4	1	4	\$500.00	
	2	W-F,M	630A-7A	NEWS	:30	\$250.00	09/05-09/10	4	1	4	\$1,000.00	
	3	W-F,M	8A-9A	EARLY SHW	:30	\$125.00	09/05-09/10	4	1	4	\$500.00	
	4	SU	630P-7P	NEWS	:30	\$450.00	09/09-09/09	0	0	0	\$0.00	
	5	W-F,M	6P-630P	NEWS	:30	\$500.00	09/05-09/10	3	1	3	\$1,500.00	
	6	W-F,M	7P-730P	INSIDE	:30	\$400.00	09/05-09/10	3	1	3	\$1,200.00	
	7	W-F,M	730P-8P	ET	:30	\$400.00	09/05-09/10	3	1	3	\$1,200.00	
	*8	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/05-09/10	4	1	4	\$1,000.00	
	Station Remark: V10 1x na 9/7 due to tennis runover. mg stp w/o 9/10 ncir											
	9	W-M	11P-1135P	NEWS	:30	\$800.00	09/05-09/10	6	1	6	\$4,800.00	

Rep Order# 9810509 Ver# 10 Status Returned
EC'd Yes

Traffic Order# 53976

Printed: 09/11/2012 1:34 PM
Last Received: 09/05/2012 3:46 PM
Showing Buylines: All Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/05/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	10	M	7P-10P	BENGALS	:30	\$5,000.00	09/10-09/10	1	1	1	\$5,000.00	
	11	W-F,M	1235A-135A	LATE LATE	:30	\$60.00	09/05-09/10	2	1	2	\$120.00	
	*12	W-F,M	530P-6P	NEWS	:30	\$400.00	09/05-09/10	2	1	2	\$800.00	
		Station Remark: V10 1x na 9/10 no news due to tennis mg stp w/o 9/10 ncir										
	13	W-F,M	430P-5P	NEWS	:30	\$300.00	09/05-09/10	1	1	1	\$300.00	
	14	TH-F	1135P-1235A	LETTERMAN	:30	\$250.00	09/06-09/07	1	1	1	\$250.00	
	15	SA	1135P-1205A	2.5 MEN	:30	\$200.00	09/08-09/08	1	1	1	\$200.00	
	16	TH-F	6A-630A	NEWS	:30	\$250.00	09/06-09/07	2	1	2	\$500.00	
	17	TH-F	530A-6A	NEWS	:30	\$200.00	09/06-09/07	2	1	2	\$400.00	
	18	TH-F	5A-530A	NEWS	:30	\$200.00	09/06-09/07	2	1	2	\$400.00	

---REPORT TOTALS---

Report Totals: 45 / \$19,670.00

---SALES MONTHLY TOTALS---

Sep 12: 45 / \$19,670.00

Sales Totals: 45 / \$19,670.00

Station Totals: 45 / \$19,670.00

Lines not sent/rcld/rtrn: 0 / \$0.00

Rep Order# 9810509 Ver# 10 Status Returned
EC'd Yes

Traffic Order# 53976`

Printed: 09/11/2012 1:34 PM
Last Received: 09/05/2012 3:46 PM
Showing Buylines: All Lines

3 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/05/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

---COMPETITIVE---

Market Totals	\$71,867	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	30%
		WKRC	27%	WLWT	25%	WSTR	0%	WXIX	15%		

Books null
Demos RA35+

Connell II, Jim

From: jgaunt@local12.com
Sent: Tuesday, September 11, 2012 11:25 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 53876

Station: WKRC-TV

Order Information:

Order #: 53876
Order Total: \$19,670.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: BROWN 4 SENATE
Alternate Order #: 09810509
Flight Dates: 09/05/12 - 09/10/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (53876-12-1):

Rate: \$400.00
Air Date: Mon 09/10/12
Eligible Days: M-WThF----
Inventory Code: 5p Billboard
Inventory Description: 5p Billboard
Inventory Code Time: 5:30 PM-6:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: Program Change

*SP W-Th
w/o 9/10 news*